25. The method of claim 20, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

26. The method of claim 20, wherein the computerized network of information is the Internet.

27. The method of claim 20, further comprising alerting the user to the best local price.

28. An apparatus that delivers a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

a processor;

memory that stores information under the control of the processor;

logic that obtains information identifying the item of merchandise from the user;

logic that determines a physical location of the user;

logic that queries a computerized network of information utilizing a query based on the information identifying the item of merchandise and the physical location of the user;

logic that receives the customized offer for sale of the item of merchandise from a retailer-based agent in response to the query; and

logic that displays the customized offer and a physical location of the retailer.

29. The apparatus of claim 28, further comprising logic that obtains information identifying a shopping list comprising a plurality of items of merchandise from the user.

30. The apparatus of claim 28, further comprising logic that queries a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

31. The apparatus of claim 29, wherein said shopping list is generated by the user at a location remote from the retailer.

3

32.   The apparatus of claim 28, further comprising logic that displays a list of items of merchandise available at the retailer and the prices associated therewith.

33.   The apparatus of claim 28, further comprising logic that determines the closest retailers surrounding the user, and logic that suggests items of merchandise for sale at the closest retailers surrounding the user.

34.   The apparatus of claim 28, further comprising logic that recognizes patterns to enhance the location of pertinent information.

35.   The apparatus of claim 28, further comprising logic that alerts the user to the best local price.

36.   A method for delivering purchasing information for sale of an item of merchandise from a retailer proximate a user, comprising:

        obtaining information identifying the item of merchandise from the user;

        determining a physical location of the user;

        automatically querying a computerized network of information utilizing a query based on the item information and the physical location of the user;

        receiving the purchasing information from an agent in response to the query; and

        displaying the purchasing information.

37.   The method of claim 36, further comprising parsing the item information based on predefined criteria to create the query.

38.   The method of claim 36, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

39.   The method of claim 36, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

4